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THE WHITE HOUSE

WASHINGTON

September 18, 1954

TO THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Federal Fund-Raising Program

On June 27 the White House released the approved policy and program for fund-raising in the Federal establishment. On August 22 you were sent the procedural guide for fund-raising within the Federal establishment for your use in putting into effect the approved policy and program.

The President has been furnished with progress reports on the status of this program. In order to report to the President, as of October 1 when the United Givers Fund opens its campaign in the greater metropolitan area of Washington, D. C., I would appreciate a report from you as to the administrative action taken in your department or agency to put the Federal program into operation. Copies of all internal directives issued by your agency, both for your central office and for field installations, should be included with your report, which should be submitted to this office by September 28.

Philip Young